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SOURCE Shih-shih Shou-ts'e (Handbook of Current Events) No 12, 1951.

WEAKNESSES IN PROPAGANDA NETWORK AND MATERIALS
ACCORDING TO TWO CHINESE WRITERS

The Northeast leads the People's Republic of China in the establishment of a propaganda network. Other areas must devote more energy to the establishment of a propaganda network if it is to be successful. Best results have been achieved from merging these efforts with other established programs, such as the Resist America, Aid Korea Movement; but the program is hampered by undue stress on numerical increases and by excessively stringent qualifications set for aspirants. Within the structure, liaison is deficient. An efficient organization of propaganda reporters would remedy this ill.

Propaganda materials have been issued in insufficient quantity and the few items that have been distributed lack clarity of message or purpose. It is recommended that propaganda materials treat current domestic and international affairs, policies of party and government, and major tasks immediately facing the people.

ESTABLISHMENT OF A PROPAGANDA NETWORK AMONG THE MASSES

Wang Tsung-1

Many local party organizations have started building a propaganda network among the masses in accordance with the decisions issued by the Central Committee of the Chinese Communist Party. The Northeast made the most rapid progress in 1950 in the establishment of a propaganda network. Further improvement and progress are still being made in that area. In most other areas, the task is either in its initial stages or in a stage of expansion, although in some areas the work has been overlooked. Since the first quarter of 1951 has already passed, our party organizations must take up this vital matter if we are to set a good record for the year.

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The propaganda network is to be one of several major projects rather than a separate undertaking. At present, it should be merged with the Resist America, Aid Korea Movement, the campaign to suppress counterrevolutionaries, and other patriotic movements. Many people were puzzled by the recent strategic retreat of the Chinese and Korean People's Army from Seoul. Therefore, we should, through the propaganda network, explain to them the positive purpose of such a retreat and the basic facts of the Korean war. We should also explain the significance of signing the Peace Appeals and of the Japanese people's vote against rearmament. Only after we explain these situations clearly to the masses can we hope that the Resist America, Aid Korea Movement will advance.

We should also reveal the criminal activities of the counterrevolutionaries and discuss the various problems involved in dealing with counterrevolutionaries. We should emphasize the significance of the policy of suppressing counterrevolutionaries. Another topic for propaganda is the Patriotic Production Movement. We should urge people to raise the spring output. We should also urge the urban populace employed in factories and mines to continue participating in patriotic production emulation campaigns. In the course of this work, a powerful propaganda network will develop in which thousands of propagandists will successfully press the Resist America, Aid Korea Movement, the campaign to suppress counterrevolutionaries, and the patriotic production emulation campaigns.

To combine the propaganda program with others has the double advantage of mutual development. For instance, most of the 120,000 propaganda workers were recruited in the course of the Resist America, Aid Korea Movement and the patriotic production emulation campaigns. The majority of the propaganda workers in North, East, and Central and South China were recruited during the same movement, the Peace Signature Campaign, and the 1950 land-reform program. Prospective propagandists were first selected through an analysis of their work and subsequently approved by the party organization. Since these candidates have passed the acid test by participating in the mass movement, they can become superior workers if they receive further training.

In expanding the propaganda network, we must avoid placing undue emphasis on superficial quantitative increase, on the one hand (such an attitude prevails in many areas), and the establishment of extremely high requirements for entry, on the other. In some areas the party branches are in a very favorable position to expand the propaganda network, but they are too conservative to do so. This is an error. The qualifications of propaganda workers should be set according to instructions given by the party.

Some places establish a certain cultural level as a required qualification for propaganda workers. Such a qualification is unreasonable because it prevents many farm and industrial workers from entering the propaganda service. Such people are quite capable of oral propaganda work despite their inability to read. Our propaganda network will not be completely successful in farming and industrial areas as long as we rely on a few intellectuals and bar farming and industrial workers. In fact, some farmers and industrial workers are very good speakers and are warmly welcomed by the people despite the fact that they cannot read and write well. Experience in various areas shows this to be true.

Preliminary training is necessary after the propaganda network is established. We must explain the significance of being a propaganda worker and teach propagandists how to operate effectively. We must give them constant instruction and popular propaganda materials (at present, materials concerning the Korean war, the suppression of counterrevolutionaries, and production emulation campaigns). Our leadership in the propaganda network

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must be constant. We should give continuous support to propaganda work. We should not fail in our leadership by leaving the propagandists to work alone, as we did in some areas after the climax of a mass movement had passed.

To strengthen our leadership, party committees on all levels should establish an organization of reporters as soon as possible. According to the Central Committee, "a reporter is a propaganda worker of the higher rank. He is the leader of the propaganda workers." A propaganda reporter leads his local propaganda workers by giving them reports, making plans for them, and solving their problems.

It is believed that a propaganda network will soon be well established if party committees on all levels will give it proper attention and effects its completion along with the other major programs.

PROVINCIAL PARTY COMMITTEES AND MONTHLY PROPAGANDA OUTLINES

Liao Kai-lung

In its Decision on the Establishment of a Party Propaganda Network among the People in January, the Central Committee of the Chinese Communist Party declared that "the provincial, municipal, district, and hsien party committees should issue periodic directives and prepare propaganda materials for propaganda workers in all areas." Preparing outlines for propaganda purposes has become very urgent because, although the propaganda network has been generally established, the actual work has only recently begun. In this article we will discuss problems relating to the preparation of propaganda outlines on the provincial and the municipal levels.

Some provincial party committees have issued monthly propaganda outlines. The Shansi Provincial Committee prepared a Propaganda Outline to Be Used Until March, which was published in the Shansi Jih-pao and many provincial committees in the Northeast have distributed propaganda outlines regularly. These outlines are absolute necessities, although their content could be greatly improved.

Party propaganda outlines should be issued monthly by the provincial committees because our propaganda workers, who are widely scattered among the masses, urgently need proper unified leadership. In Honan, people call propagandists "advisers" or "everybody's favorites" because, by explaining current affairs to the people, these workers have imparted new knowledge and have helped the people to solve their difficulties. People are often heard to say, "Let's visit the propaganda workers," when they have a problem. However, our propaganda workers do not always feel competent to handle problems because they do not have a sufficient store of knowledge. They have no "capital." Naturally, they hope the party organization will help them to replenish the exhausted stores.

On the other hand, since instructions do not flow constantly from above, many workers have invented their own methods, using their own imagination and their own will, without a scientific analysis of the party policy in relation to the actual circumstances. It is obvious that such a situation will finally undermine our close relationship with the people. Therefore, it is of vital importance that the higher party organs give constant propaganda instructions to the lower levels.

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Propaganda workers may obtain instructions from the party's hsien or municipal committees. But the latter find no way to obtain their necessary instructions. Although the committees may be able to draw outlines for their respective localities, they are still not sufficiently competent to make decisions on matters of greater importance. They have to turn to the provincial committees for instructions. The Central Committee has decided that "municipal or hsien committees should hold monthly meetings with the executive members of branch committees or with all the propaganda workers or their representatives in that area. At these meetings, the secretary of the municipal or hsien committee should report on current events, explain the party's immediate tasks, review the propaganda work of the preceding month, and make plans for the next month." In making these reports and plans, the municipal and hsien committees need instructions from a higher level.

The propaganda outlines are not worked out by party organizations higher than the provincial committee because the province is an important administrative unit within which work procedures are generally uniform. Since actual conditions vary from province to province, concrete work procedures likewise differ among provinces. Therefore, it is more desirable that propaganda outlines be drawn up by the provincial committee. Of course, party organizations above the provincial level should also issue monthly directives. But such directives are too general and broad to be followed by local propaganda directors in the solution of day-to-day problems.

As to what should be included in the monthly propaganda outlines, the outlines are prepared for the use of local propaganda workers and should be designed toward that end. The outlines may also be used in the press and radio broadcasts. The subject matter of the outlines should be as follows: (1) current domestic and international affairs, making reference to current affairs in answering questions and pointing out common misunderstandings; (2) policies of the party, of the Central People's Government, and of the provincial government; (3) immediate major tasks confronting the people of the province and methods recommended to complete them. These are the major items that should be included in the propaganda outlines for organizing the people to achieve greater progress on a provincial scale.

Each piece of propaganda work should emphasize only one or two themes. If it involves too many topics, the speaker will find it hard to follow and the audience will be confused. The material should be clear and easy to understand, so that the executive members of the branch committee can comprehend it. Since the propaganda outlines are brief and inadequate by themselves, the press, radio, and propaganda handbooks should reinforce the outlines with more detailed discussions of the major problems and with proper reference materials.

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